Implicit Meaning of Single Word in Utusan Malaysia News Headline

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Abstract
News headline is the main part that will be able to attract reader to read the entire content of the news. However, there are some news headline are written by using words whose meaning is not clear. This will cause the information that they want to delivered to the reader can not be conveyed accurately and effectively. Because of that, research about news headline is done based on two objectives. The aims of this study is to identify single words that have an implicit meaning in the news headline of Utusan Malaysia newspaper and analyze the implicit meaning that found in the news headline of Utusan Malaysia newspaper. The data were be collect from April 2, 2018 until May 31, 2018. Moreover, only news that are related to the issue of the 14th General Election (GE-14) were selected as data. In addition, this study was conducted by using a descriptive qualitative approach. The research method that will used in this study is the content analysis method. Next, the data will be analyzed by using Semiotic Theory which is introduced by Charles Williams Morris (1971). The result of the study have shown that there are 15 news headline consist of single words with implicit meaning. Each single words will be analyzed through two parts which is semantic and pragmatic. The results of this analysis have shown that this theory is able to unravel this implicit meaning based on the context of the news. Therefore, this study will be able to help the reader to understand the implicit meaning that found in the news headline.
Keywords: Implicit Meanings, Single Word, News Headline, Utusan Malaysia, GE-14

Introduction
Newspapers are the main reading material for the society to get the latest information. The main part of the readers' focus is the news headline. A good news headline are able to attract readers to read the whole news written. According to Juwita (2018), the characteristics of a good news headline should be compact, simple and reflect the entire content of the news. However, there are some news headline are written by using words not clear meaning or

implicit meaning. This will indirectly make readers difficult to understand the whole news headline.

The implicit meaning is the hidden meaning. This is also support by Mohamed (2015), the implicit meaning is a different meaning from the original meaning of the text. Usually the word that have an implicit meaning are the way to give sensation to the news and at the same time can attract reader attention. Therefore, this study will unravel words that have an implicit meaning to help readers understand the news.

Problems of Statement

Wulandari (2013), news author do not use standard words but prefer to use spoken language that they created to be used as news headline. This situation makes readers difficult to understand the news headline because there are some news author who use dialects in writing of news headline. According to Juwita (2018), newspapers do not use good words in writing news headlines and as a result readers become confuse to understand the news. This is due to the selection of inappropriate words and there are some of news author who create their own words to make them easily adapt it to the news headline.

News headlines that have an implicit meaning will also give various meanings to the reader (Abdullah, 2013). This is because differences in the level of education and background of the reader will cause the different interpretation of meaning which is according to the understanding of the individual. The use of words that have implicit meaning will cause confusion to the reader to understand the news headline. This is also supported by Hassan & Sha'ri (2019), news author use vague word which caused confusion to the readers. Therefore, the use of words that have an implicit meaning needs to be explained in order to give a clear meaning to the reader.

Research Objective

A study on the implicit meaning of a single word in the Utusan Malaysia newspaper will be able to unravel through two objectives. First, to identify single word that have an implicit meaning in the news headline of Utusan Malaysia newspaper and the second, analyzes the implicit meaning that found in the news headline of Utusan Malaysia newspaper.

Study Limitations

The limitations of study is important to ensure the results of the study will be more accurate and answer the objectives that have been set. Besides that, the study material used in this study is the Utusan Malaysia newspaper. The data is collect through this newspaper within two months from April 2, 2018 until May 31, 2018. This newspaper is collected every day except Sunday because on that day the Mingguan Malaysia newspaper was published. During the two months, a total of 52 copies newspaper were collected. Apart from that, the news issue about the 14th General Election (GE-14) was selected as data. This issue was chosen because during this two months, the news about GE-14 is being discussed and also be the main focus of the society. Next, the collected data are more focused on the GE-14 news headline which consists of single words that have an implicit meaning. News headlines that have an implicit meaning are studied because newspapers are the main reading material of society. The use of words that have an implicit meaning will make reader difficult to understand the news headline. As a result, the reader does not obtain the information from

the author as they want. Thus, this study will be able to unravel the implicit meaning that has being used in news headline.

Literature Review

Kadir & Hamzah (2017), conducted a study of speech implicit in the classic Malay films. This study aims to identify the speech that have implicit meaning and analyze the meaning of implicit speech that found in classical films. The film used in this study is Sri Mersing. The collected data will be analyzed by using Relevance theory and using text analysis methods. The results showed that the use of this implicit speech can describe the beauty of the Malay language and improper speech can be delivered indirect way. Through implicit speech also can show that society in the past had a subtle language to convey something implicitly so as not to offend someone.

Next, Khalidi, Yaakob & Hamzah (2017) also conducted study about implicit meaning. However, this study use the term implied meaning to indicate the implicit meaning and use the Relevance Theory introduced by Sperber and Wilson (1986). The study used three Malay short stories which is Tapah, Gok and Setelah Kabus Dinihari by Lim Swee Tin. The aim of this study was to analyze the implicit meaning of personification figurative language in Malay short stories. In the meantime, this study was conducted by using a qualitative method, which is data analysis. The results of the study have shown that there are 45 data that have an element of personification. The use of personification in this short story can have a positive effect on the author's writing. The use of this element of personification can affect the reader's emotions to feel the emotions, situations or deficiency that occur in the short story

In addition, studies related to the implicit meaning were also conducted by Zainal, Mydin & Musanif (2018). This study is to examine the indirect speech is used in drama script language. This indirect utterance refers to an utterance that has an implicit meaning. The script chosen is writed by Usman Awang (1998), which is Bulan Tetap Bersinar and Serunai malam, as well as the writed by Mustapha Kamil Yassin (1990), namely Bujur Lalu Melintang Patah, Atap Genting Atap Rumbia and Jalan yang Benar. This study aims to explain the meaning of indirect utterances found in drama scripts. All data collected will be analyzed using the principle of speaker meaning presented by Thomas (1995) which is the Principle of Meaning in Interaction. The results show that there are six data that have the meaning of indirect utterances that meet the objectives of the study. In the meantime, the findings show that the meaning of indirect utterances found in this drama script can be interpreted based on the context and intention of the speaker.

The study of implicit meaning through proverbs was conducted by Nopiah, Jalaludin & Kasdan (2018). This study has proven that there is an implicit meaning through the gastronomic elements that have an influence in communication. Data were collected through a database (www.malaycivilization.com) SME and Special Dictionaries Malay proverb. This data will be analyzed using cross-reference framework and inquiry semantics. This study aims to analyze the proverbs that have the influence of cold and hot foods. The findings show that there are six elements in Malay food, which is cold, hot, windy, sharp, and can be itchy. Cold food will show cold characteristics that carry the meaning of happy. Meanwhile, hot food displays negative characteristics such as tyranny, hypocrisy and pain. Thus, this food-shaped proverb has both positive and negative implicit meanings.

According to Juwita (2018) the use of words in newspaper headlines still has its shortcomings. This study has chosen tabloid Tabungan Aceh newspaper and collect data from October until April 2016. This study aims to determine the accuracy of the use of the word in a news headline, find out the suitability of the use of the word and find out the prevalence of the use of the word in news headline. In the meantime, this study uses text analysis methods that will describe the data descriptively. The results of the study show that there are 12 data that fit this study. The findings of this study are divided into three parts, namely accuracy, suitability and frequency. Accordingly, the use of language in this newspaper does not use good language, orderly and clear meaning. The use of words in this newspaper is also not clear so that it makes it difficult for the reader to understand the information that conveyed. In addition, the use of words in the news headline is also not appropriate to the background and socio-cultural of the local community.

Methodology
This study use content analysis methods to analyze the data that have been collected. These data were collected through the Utusan Malaysia newspaper for two months, starting April 2, 2018 until May 31, 2018. The selected news is related to the 14th General Election (GE-14) which consists of a single word that have an implicit meaning. There are 15 news headline are collected and suitable with the needs of this study. At the initial stage, this data will be identified either this single word have an implicit meaning or not. The news headline that consist of single words with implicit meaning can be identified through words that do not describe the content of the news, titles that have single quotation marks and bold words. Then this data will be entered in the form of table.

Next, these data will be analyzed using Semiotic Theory that introduced by Charles Williams Morris (1971). This theory has three parts which is syntagtic, semantic and pragmatic. However in this study only focused on the semantic and pragmatic parts only. In the semantic part will be seen from the point of view of the meaning of the word. Pragmatics will study the relationship between signs and interpretations. Besides that, the meaning is given based on the meaning of the context.

Analysis and Discussion
This section will presents the single words that have an implicit meaning in the news headline of Utusan Malaysia. In Malay Language, single words is word that have not receive any derivative word or does not undergo to double process (Tatabahasa Dewan Edisi Keempat, 2015). In the table 1 shows the list of news headline that have single words with implicit meaning.

Table 1

List of News Headline that have Single Words with Implicit Meaning in Utusan Malaysia

No.	News Headline	Single Word	Date
1	Calon BN Kedah disahkan '**bersih**'	Bersih	2 April 2018
2	Jangan tukar '**kapal**'	Kapal	9 April 2018
3	'**Kapal**' Najib atau '**Perahu**' Mahathir?	Kapal, perahu	19 April 2018
4	Pembangkang makin terdesak, mula tabur '**dedak**'	Dedak	17April 2018
5	Dr. M bagai '**penyengat**'	Penyengat	20 April 2018
6	**Drama** pemilihan calon PKR di Selangor makin panas	Drama	23 April 2018
7	Dr Mahathir '**pelakon**' nombor satu	Pelakon	26 April 2018
8	Salahuddin '**lari**' ke simpang Jeram	Lari	12 April 2018
9	Nurul Izzah '**lari**' ke Permatang Pauh ganti ibu	Lari	26 April 2018
10	Nurul Izzah '**lari**' kerana takut	Lari	2 Mei 2018
11	Zahida yakin Barisan Nasional '**tuai**' hasil di Pandan	Tuai	3 Mei 2018
12	Dr. Mahathir jadi '**kuda**' DAP	Kuda	5 Mei 2018
13	DAP mahu jayakan **tsunami**	Tsunami	4 Mei 2018
14	Mulut manis DAP penuh **racun**	Racun	4 Mei 2018
15	PKR '**jual**' Nik Omar untuk raih undi	Jual	2 Mei 2018

Table 1 above has shown that there are 15 news headline related to the news of the 14th General Election (GE-14). Each of these news headline has one or two single words that have an implicit meaning. In addition, from 15 news headline only 13 single words were identified as data with implicit meaning. This is because repeated data will be counted as one data only. For example, news headline *Salahuddin 'lari' ke simpang jeram*, *Nurul Izzah 'lari' ke Permatang Pauh ganti ibu* and *Nurul Izzah 'lari' kerana takut* are the news healine that used the same single word, which is 'lari'. Therefore, news headline that use the same single word will be counted as one data.

The Analysis of Implicit Meanings in news Headline of Utusan Malaysia
The news headline that have in table 1 will be analyzed to get the implicit meaning. Some data will be analyzed by using Semiotic theory to get the result.

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Calon BN Kedah disahkan'**bersih**'
(Source: Utusan Malaysia, April 2, 2018)

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The single word that has an implicit meaning in this news headline is 'bersih'. *Bersih* means not dirty or free from any air pollution and figuratively, *bersih* refers to something that is honest, sincere and pure (Kamus Dewan Edisi Keempat, 2015). This statement of meaning clearly shows that the use of the word 'bersih' in this news headline have an implicit meaning because this news is about the General Election (GE) and does not touch on the issue of cleansing. Next, from a pragmatic point will be explained from the point of news context. In the context of General Election (GE) news, the use of the word 'bersih' is freely associated

with bad elements (Kamus Pelajar Bahasa Malaysia Edisi Kedua, 2015). This can be proven through the following news excerpts:

> ALOR SETAR 1 April- Pengerusi Barisan Nasional (BN) negeri, Datuk Seri Ahmad Bashah Md. Hanipah sudah menyenarai pendek calon Pilihan Raya Umum Ke-14 (PRU-14) yang disahkan 'bersih' oleh Suruhanjaya Pencegah Rasuah Malaysia (SPRM) dan Polis Diraja Malaysia (PDRM).
> (Source: Utusan Malaysia, April 2, 2018)

Based on this excerpts it is clear that the word 'bersih' is refers to being free from bad deeds such as corruption and misconduct. This is because the existence of the acronym SPRM and PDRM in the excerpts has reflected that the candidate who will contest for GE-14 this time has no record of corruption or crime. In summary, the news headline can be understood that from a semantic point the word 'bersih' does not refer to something that is spared from dirty but instead refers to free from bad elements. While from a pragmatic point, the news headline reflects that the Kedah BN candidate is free from corruption and crime.

<p align="center">Jangan tukar 'kapal'</p>
<p align="center">(Source: Utusan Malaysia, April 9, 2018)</p>

The word 'kapal' that found in this news headline is a single word that has an implicit meaning. A 'kapal' is an ark, or a large boat that has a deck and is usually moved by machinery (Kamus Dewan Edisi Keempat, 2015). The use of the word 'kapal' in this news headline has an implicit meaning because the news featured is about the election and does not cover the issue of the ship. This shows that the word 'kapal' in this news headline has an implicit meaning. Next, from a pragmatic point the meaning of this word will be seen from a contextual point. In the context of GE news, the word 'kapal' refers to the government at that time (MT Webmaster, 2019). This can be explained through the following news excerpts:

> Tunku Makhkota Johor, Tunku Ismail Sultan Ibrahim bahawa, kerajaan atau 'kapal' tersebut tidak perlu ditukar dengan yang baharu dan rakyat perlu terus duduk di dalamnya.
> (Source: Utusan Malaysia, April 9, 2018)

Based on the statement by Tunku Mahkota Johor, it is clear that the word 'kapal' refers to the meaning of government. The use of the word 'kapal' is symbolized as a government because a ship has a captain who will be the leader in making any decision and likewise in a government, which has a leader who will lead the society. In summary, from a semantic point, the word 'kapal' does not mean the ark but refers to the government and from a pragmatic point, the news headline describes that the people need to support the existing government.

<p align="center">Nurul Izzah 'lari' kerana takut</p>
<p align="center">(Source: Utusan Malaysia, Mei 2, 2018)</p>

Besides that, the word 'lari' in the news headline above also consists of a single word that has an implicit meaning. 'Lari' is moving fast, saving oneself or leaving a place without permission (Kamus Dewan Edisi Keempat, 2015). However, the news featured was about election issues

and did not touch on the running issue. This indirectly shows that the word 'run' in this headline has an implicit meaning. Next, from a pragmatic point will be explained the meaning of the word 'lari' according to the news context. In the context of this news, the word 'lari' refers to get away from something (Kamus Pelajar Bahasa Malaysia, 2015). This meaning can be explained by the following news excerpts:

> "Dia sudah 'angkat punggung' lari ke Permatang Pauh. Jauh. Kenapa dia tidak ada di sini? Sebab dia takut," katanya ketika berucap pada majlis Gotong Royong dan Santai di Perumahan Pantai Indah Fasa 2, Lembah Pantai di sini hari ini.
>
> (Source: Utusan Malaysia, Mei 2, 2018)

Based on this excerpts, it is clear that Nurul Izzah moved to Permatang Pauh to avoid contesting with the Barisan Nasional (BN) candidate. The action of Nurul Izzah who went elsewhere was described as running away because fear of losing in GE-14. In summary, from a semantic point, the word 'lari' does not refer to the act of moving fast but instead refers to the meaning of going to escape. From a pragmatic point, the news headline describes Nurul Izzah's action go to Permatang Pauh out of fear.

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DAP mahu jayakan **tsunami**

(Source: Utusan Malaysia, Mei 4, 2018)

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The word 'tsunami' on this news headline is a single word that has an implicit meaning. According to the Kamus Dewan Edisi Keempat (2015), a tsunami is a large wave caused by an earthquake or an underwater canic eruption. A tsunami can also cause great destruction of property as well as loss of life. Based on this meaning clearly shows that the word 'tsunami' has an implicit meaning because the tsunami that occurred is a natural phenomenon and has nothing to do with political issues. The meaning of this word will be explained from a pragmatic point. In terms of political context, according to Salleh (2008), tsunami is a wave of repulsion. This rejection refers to the rejection of a political parties. The meaning of this word can be explained by the following news excerpts:

> KUALA LUMPUR 3 Mei – DAP sengaja memilih Tun Dr. Mahathir Mohamad kerana mahu pengaruh bekas Perdana Menteri itu menarik lebih ramai sokongan orang Melayu kepada gabungan pembangkang PKR sekali gus menambah perpecahan dalam kalangan kaum tersebut.
>
> (Source: Utusan Malaysia, Mei 4, 2018)

Through the news excerpts above it is clear that with the presence of Tun Dr. Mahathir in GE-14 is indirectly helping to attract Malay voters to vote DAP. This support will cause a wave of rejection against other parties which will give opportunities for the DAP party to win in GE-14. In summary, from this news headline it can be understood that from a semantic point, the word 'tsunami' does not refer to big waves, instead it is a wave of political parties rejection and from a pragmatic point, the news headline was describes DAP party want to ensure a massive wave of rejection happened in this GE. Therefore, the results of these findings are parallel with Morris' Semiotic theory which is giving meaning not only from the point of view of literal meaning but also seen from the point of view of context.

Conclusion

In conclusion, this study can prove that the news headline in the Utusan Malaysia newspaper consists of a single word that has an implicit meaning. Through Semiotic theory the meaning of each single word can be explained according to the context of the news so that the meaning is parallel to the content of the news. However, the use of word that have an implicit meaning in the news headline can cause the delivery of information to be less effective because the reader cannot interpret the implicit meaning used. Therefore, this study can show changes in the pattern of news writing that should be given attention and improved from time to time so society can easily to understand it.

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